

ORDER



Orders
Order / Rev: 703435
Alt Order #: 06258181
Product Desc: CROSSROADS GPS
Estimate: 862
Flight Dates: 07/31/12 - 08/03/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 88 Canal Center Plaza Suite 555
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crossroads GPS
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/03/12	18	\$26,200.00	\$22,270.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	18	\$26,200.00	\$22,270.00	0.00
Totals	18	\$26,200.00	\$22,270.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WKYC	08/03/12	08/03/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--			1			\$100.00		0.00			
3	WKYC	08/03/12	08/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--			1			\$1,800.00		0.00			
8	WKYC	08/02/12	08/02/12	Olympic Late News Olympic Late News	CM	12x-12:35x	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---			1			\$2,800.00		0.00			
9	WKYC	08/02/12	08/02/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---			1			\$100.00		0.00			
10	WKYC	08/02/12	08/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---			1			\$1,800.00		0.00			

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 Flight Dates: 07/31/12 - 08/03/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 862

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	WKYC	07/31/12	07/31/12	Olympic Late News Olympic Late News '12 OLYMPIC LATE NEWS7/27/12 - 8/1	CM	12x-12:35x	- T- - - - -	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- T- - - - -		1				\$2,800.00		0.00			
12	WKYC	07/31/12	07/31/12	M-F 430a-5a 430a News CH 3 NEWS TODAY-430A	CM	430a-5a	- T- - - - -	:30	1	\$100.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- T- - - - -		1				\$100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WKYC	07/30/12-08/05/12	M-F 430a-5a		430a-5a	- T- - - - -	:30		(\$100.00)		0.00	NM		
	Credited														
13	WKYC	07/31/12	07/31/12	M-F 6-630p Channel 3 News at 6p CH 3 NEWS AT 6	CM	6p-630p	- T- - - - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- T- - - - -		1				\$1,800.00		0.00			
14	WKYC	08/01/12	08/01/12	Olympic Late News Olympic Late News '12 OLYMPIC LATE NEWS7/27/12 - 8/1	CM	12x-12:35x	- - W- - - -	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - W- - - -		1				\$2,800.00		0.00			
15	WKYC	08/01/12	08/01/12	M-F 430a-5a 430a News CH 3 NEWS TODAY-430A	CM	430a-5a	- - W- - - -	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - W- - - -		1				\$100.00		0.00			
16	WKYC	08/01/12	08/01/12	M-F 6-630p Channel 3 News at 6p CH 3 NEWS AT 6	CM	6p-630p	- - W- - - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - W- - - -		1				\$1,800.00		0.00			
17	WKYC	07/31/12	08/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- - - - F- -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F- -		1				\$350.00		0.00			
18	WKYC	07/31/12	08/03/12	M-F 7-9a Today Today Show	CM	7a-9a	- - - - F- -	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F- -		2				\$750.00		0.00			
19	WKYC	07/31/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- - - - F- -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F- -		1				\$450.00		0.00			
20	WKYC	07/31/12	08/03/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	- - - - F- -	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F- -		2				\$1,800.00		0.00			
21	WKYC	07/31/12	08/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- - - - F- -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F- -		1				\$2,000.00		0.00			
22	WKYC	07/31/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	- - - - F- -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F- -		1				\$2,400.00		0.00			
Totals													18	\$26,200.00	